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U. S. Department of Agriculture



STEELE'S MASTODON BUTTERFLY HYBRIDS

Steele's Pansy Gardens

SINCE 1893

2715 S. E. 39th AVENUE, PORTLAND 2, OREGON, U. S. A.

## Dear Friends:

This listing contains by far the choicest group of pansies we have ever catalogued. No pains have been spared to make them fine. You will note that we are mentioning three new varieties, Moon Moth, Madame Steele, and Jumbo Bronze Tones, all true Jumbo types. Of these three we wish to call particular attention to Moon Moth, our new Jumbo White. All of these novelties are available in normal quantities.

We have received so many fine reports on our Butterfly Hybrids that we feel sure that our customers are delighted with this strain and share our opinion that no other pansies can compare with these pastel beauties for cut-flowers as well as for bedding.

We are always delighted to hear from you, and if you are using a technique in germinating pansy seed that is particularly successful in your climate please tell us how you do it so we can help others whose problems are similar. If we can help you in any way just drop us a line. We have tried to cover every phase of culture in our Booklet on Pansy Culture which is free for the asking. But write us anyway. If you like our strains tell us in what particular way they suit you. If you do not feel entirely satisfied, please furnish us with exact details so we may be better able to help you with your problems.

We take this opportunity to thank you for 55 years of business which have enabled us to offer a collection of pansies which are without a doubt the world's finest.

## These Prices Will Replace All Other Price Lists Which You May Have

### New Introductions

**Moon Moth**—A joint introduction of Donald M. Steele and The Clarkes. It is a very beautiful immense pure white with the outstanding characteristics of Pay Dirt, which is one of its parent plants. Dark blue pencil markings radiate from the center, many showing a yellow blotch on the lower petal.

**Jumbo Bronze Tones**—A blend of many grand colors ranging from old gold, rich copper and sunset tones to deep browns. Many smoky blue-bordered types, rosy toned bronze beauties and all with excellent texture and beautiful form. Immense size. A true Jumbo strain, the result of many years' selection from our Jumbo fields.

**Madame Steele**—A huge Jumbo purple selection now offered for the first time. Wonderful for adding velvet violet shades if your clients like their pansies deeper in color. Replaces old strain which we discarded several years ago. No faded or magenta tones.

### PRICES OF THE ABOVE 3 NEW INTRODUCTIONS

200 seeds \$1.00; 600 seeds \$1.75; 1/16 oz. \$3.00; 1/8 oz. \$5.00;  
1/4 oz. \$9.00; 1/2 oz. \$16.00.

### Jumbos

**"Pay Dirt"**—The largest golden yellow ever produced. Blooms have dark rays or tiny dark faces. Fine habit of growth and resistant to summer heat.

**Jumbo Beaconsfield**—A greatly improved true Beaconsfield type. Upper petals rich lavender, lower deep violet. No blotch. Fine for border and color effect.

**Jumbo Mixed**—Our origination. Field plants producing flowers up to five inches in diameter. Many new and unique colors—pastel pinks, apricots, yellows, blues, brass tones, copper bronze. Purple, red, in two- and three color combinations and selfs. Fine form, heavy substance, long strong stems, fine for cutting and forcing. Fully two weeks early.

### PRICES OF JUMBOS

	200 s	600 s	1/16 oz.	1/8 oz.	1/4 oz.	1/2 oz.
Pay Dirt .....	\$1.00	\$1.75	\$3.00	\$5.00	\$...	\$...
Beaconsfield .....	1.00	1.50	2.75	4.75	8.00	
Jumbo Mixed .....	1.00	1.75	3.00	5.00	9.00	

(oz. \$16.00; 2 oz. \$30.00; 4 oz. \$56.00)

### Butterfly Hybrids

**Butterfly Hybrids**—A rainbow collection originated by Donald M. Steele, our pansy hybridist, culminating ten years of hand pollination of special selections. A strain mainly of pastel character in shades of pink, rose, apricot, buff, orchid, lavender, yellow, pale gold, orange, salmon, coral and flesh, many overlaid with a delicate bronze cast. The form is unbelievably ruffled, fluted, and marked with sun rays and blotches of butterfly sheen metallic jewel tones. A distinctive strain different from any other pansies and unmatched for cutting. The substance is superb and stems are long.

Prices—200 seeds \$1.00; 800 seeds \$2.00; 1/16 oz. \$3.25;  
1/8 oz. \$5.75; 1/4 oz. \$10.00; 1/2 oz. \$18.00; oz. \$35.00; 2 oz.  
\$65.00.

### Swiss

**Sea Blue**—An intense blue pansy with a dark blotch. One of the best and most uniform of our separate colors. Exceptional for color contrast and merits our recommendation.

**Gorgeous Red**—The reddest pansy we have ever produced with a deeper blotch. Not quite so brilliant as Irene. We have never been able to produce enough of this strain to fill orders as it requires heavy rogueing and is a shy seeder.

**Super Swiss "400" Mixed**—A strain of the better known Swiss Types grown in a perfectly balanced mixture. Contains fine reds, carmines, scarlets, gold, rose, fuchsia, blues, violets, and many variations with three-tone color effects, all beautifully blotched, often bordered in contrasting hues.

### PRICES OF SWISS

	400 s	800 s	1/16 oz.	1/8 oz.	1/4 oz.	1/2 oz.	1 oz.
Sea Blue .....	\$...	\$1.00	\$1.25	\$2.00	\$3.50	\$6.50	\$12.00
Gorgeous .....	1.00	1.75	2.50	4.00	...	...	...
"400" Mixed .....	1.00	1.25	2.25	4.00	7.50	14.00	

2 oz. \$27.00; 4 oz. \$48.00.

We will pay Air Mail Postage.

Please check here for Air Mail

# Steele's Pansy Gardens

2715 S. E. 39th Ave.

Date \_\_\_\_\_

Portland 2, Oregon, U. S. A.

Send the following ORDER, by \_\_\_\_\_ Amt. Enclosed \_\_\_\_\_

NAME \_\_\_\_\_ Street \_\_\_\_\_

R. F. D. \_\_\_\_\_ Box \_\_\_\_\_ P. O. \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Amount	Pansy Seed	Price
oz.	<b>BUTTERFLY HYBRIDS</b>	
oz.	<i>Mixed</i>	
oz.	<b>JUMBOS</b>	
oz.	<i>Pay Dirt</i>	
oz.	<i>Jumbo Beaconsfield</i>	
oz.	<i>Jumbo Mixed</i>	
oz.	<b>SWISS</b>	
oz.	<i>"400" Super Swiss Mixed</i>	
oz.	<i>Sea Blue</i>	
oz.	<i>"Gorgeous"</i>	
oz.	<b>IMPROVED BEDDING TYPES</b>	
oz.	<i>Mlle. Irene</i>	
oz.	<i>Improved Adonis</i>	
oz.	<i>Golden Gate</i>	
oz.	<i>Grand Duke Michel</i>	
oz.	<i>Jumbo Bronze</i>	
oz.	<i>Jumbo Madame Steele</i>	
oz.	<i>Jumbo White</i>	
oz.	<i>Seeds extra</i>	
<i>Total</i>		

Remarks:

How to get a four color Pansy Poster free. See Catalog.

**Can't you send us the name of another Commercial grower?**

FROM

# STEELE'S PANSY GARDENS

2715 S. E. 39TH AVENUE

PORTLAND 2, OREGON, U.S.A.

A. R. M. JONES & D. B. OLLINGA

2000 DECEMBER  
2000 DECEMBER

— 10 —

-346-

300

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polystyrene with the 10% water uptake question left unanswered.

<sup>10</sup> See, for example, the use of separate *Geobasisid* servers.

**DID YOU GIVE YOUR NAME AND ADDRESS?**

# IMPROVED BEDDING TYPES

**Mlle. Irene**—Copper red, bronze red, and henna shades. Lighter and brighter than Gorgeous. Some brilliant pure red tones. Fine for adding red to your mixture.

**Golden Gate**—A fine golden yellow with three dark blotches. Very resistant to heat and drouth and of excellent growth habit. Good for color effects.

**Adonis**—Light blue shades. Most blooms show small white face in center of bloom marked with darker blotches. Good to use with Butterfly Hybrids which lack blue.

**Grand Duke Michel**—Pure white, some with delicate rays. Dwarf, compact plants covered with blooms all season. Excellent for borders and carpeting.

## PRICES OF BEDDING TYPES

	800 s	1/16 oz.	1/8 oz.	1/4 oz.	1/2 oz.	oz
Mlle. Irene .....	\$1.00	\$1.50	\$2.75	\$5.00	\$9.00	\$...
Golden Gate .....	...	1.00	1.75	3.00	5.50	10.00
Improved Adonis..	...	1.00	1.75	3.00	5.50	10.00
Grand Duke Michel ...		.75	1.25	2.25	4.25	8.00

## DIRECTIONS FOR GERMINATING SEED

1. Have your soil clean and pulverized to a depth of six or more inches.
2. On the level surface spread evenly a layer of compost or pulverized well rotted manure to a depth of at least one inch. Overlay compost with half inch of the best soil you have, thoroughly pulverized.
3. Rake down and tamp surface level.
4. Soak down the bed to several inches. Allow to dry enough to again tamp for a smooth seed base.
5. Treat seed with Copper Oxide or Semesan. Sow in shallow drills or broadcast. Cover with sifted mixture of two parts peat moss to one part of compost. The depth of this covering should be about one-eighth inch.
6. Use spray of water to moisten surface after light burlap cover is on. Do not use heavily chlorinated water if avoidable.
7. Allowing plenty of ventilation, keep your beds moist, quite moist, but not soaking wet, until plants come up.

We use cheapest grade of burlap to retain moisture. As soon as plants begin to come through freely, we remove bur-

lap permanently and sift tops of beds with thin layer of peat moss. To avoid damping off, water your seedlings **VERY SPARINGLY**.

Maintain constant moisture during the day but never allow seed beds to go into the evening overly moist. Any dryness after seeds sprout is absolutely fatal. These directions are for sowing in the open field, but will apply when using flats or cold frames. **WE USE 250 SQUARE FEET TO SOW AN OUNCE OF SEED BROADCAST.**

**CAUTION**—Alternate your pansy crop with some other crop.

If your fall seedlings are not growing rapidly enough, fertilizer is the answer. The same goes for late winter and spring. Feed them often and cultivate frequently for top results and maximum profits that you should get from our seed.

The unusually high germinating qualities of Steele's Mastodon Pansy Seed is a revelation to all extensive growers who use our stock. Owing to uniformity required in producing separate colors, the average size is not equal to the types of flowers found in our mixtures. We strongly advise mixtures for your main crop, and you save money thereby.

## *Lest You Forget!*

We are originators of Mastodon Pansies, and any seed offered as "Mastodon" is **not genuine** unless grown in our gardens.

Free with each order of \$2.50 or more we will mail, postpaid, our beautiful four-color pansy poster—painting of five grand flowers, by Miss Winifred Walker, official artist of the Royal Horticultural Society of London. If you wish this picture and have not received one, be sure and ask for it when you order.

Or, to anyone, we will mail prepaid same, unmounted—no advertising—at per copy, 25c. Stamps O.K.

Check your order carefully and send remittance in full by money order or bank check. Stamps O.K.

We cannot accept any C.O.D. orders.

No charge for Air Mail.

We do not offer packets smaller than those listed.

If you plan to make several plantings this year, tell us when and we will ship your seed to reach you at the proper time. Hot climates are not safe to store pansy seed unless kept under mild refrigeration.



STEELE'S MASTODON JUMBO MIXED

# STEELE'S PANSY GARDENS

SINCE 1893

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